

INSIGHTS TO DRIVE YOUR PLANNING:

Value Proposition Audit



DO YOU KNOW WHAT YOUR CUSTOMERS WANT AND NEED IN THE YEAR AHEAD?

The world is moving fast, and you need to move with it or risk being left behind. But if you don't have vast budgets or resources how do you innovate to stay relevant? It can be daunting.

The value proposition of any organization is a statement that focuses on how to become and stay relevant to its customers. But no matter who you are, in the last year much has changed, especially in the wants and needs – and expectations – of your customers.

Book your Value Proposition Audit to assess and strengthen your planning.

THE HALMYRE MARKETING ECOSYSTEM™

The Value Proposition Audit is based on our comprehensive Halmyre Marketing Ecosystem™ model, which factors in all aspects of your value proposition:

- **Value Proposition:** features and benefits, customers, competitors, pricing
- **Service Design:** customer experience, digital design, persona-based marketing
- **Data Intelligence:** using your data to greatest effect
- **Creative:** carving out a unique brand identity with strong, disciplined visuals
- **Content & Promotions:** breaking through in a TL;DR society (“too long; didn't read”)

“We knew something just wasn't adding up. The Value Proposition Audit Halmyre led unpacked and sorted through a bundle of issues and laid out options for strengthening our value proposition to our customers, which continues to guide us through 2021.”

Baijul Shukla, Director, Member Services and Strategic Partners, Ontario Society of Professional Engineers

Plan with Purpose

Halmyre's Value Proposition Audit is designed to help prioritize your resources for the greatest impact.

Our detailed report will

- Unpack bundles of issues
- Identify blind spots and internal “red herrings”
- Prioritize the impact of financial and human resources
- Make the case for investment – or not

Halmyre's Value Proposition Audit

- 4-8 weeks
- Starts at \$8,000

Book your Value Proposition Audit today

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spark growth